How to communicate with a public that may have Low Literacy and Limited English Proficiency

- Anne Morris
- PBS&J
- Senior Project Manager
- Community Impact Assessment Conference
- Phoenix, Arizona June 7, 2005

What is the regulatory basis?

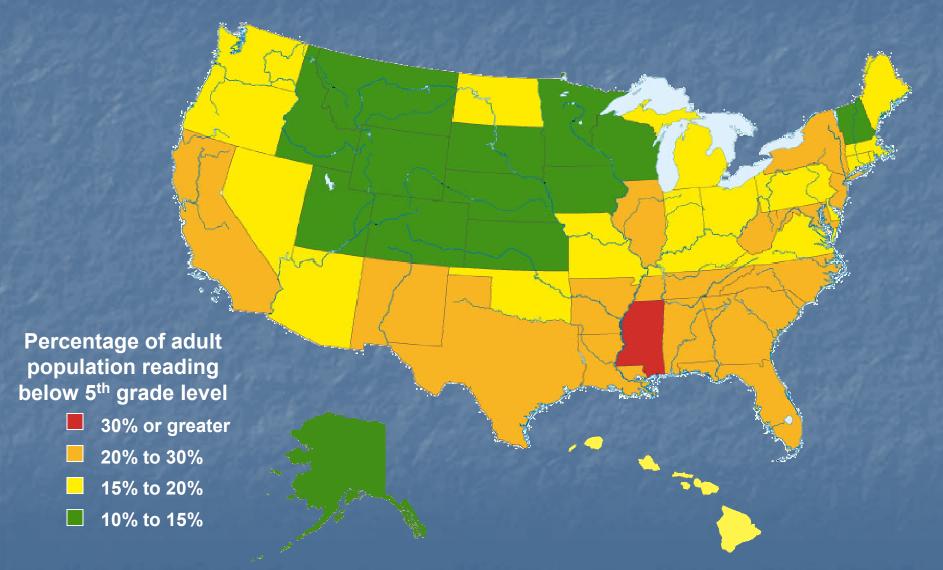
- EO 12898 Environmental Justice identify and address disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations
- EO 13166 Limited English Proficiency provide meaning access to decision-making information
- Title VI of the Civil Rights Act of 1964 prohibit discrimination based on race, color and national origin

What is literacy?

National Literacy Act that defined literacy as:

An individual's ability to read, write, and speak in English, and compute and solve problems at levels of proficiency necessary to function on the job and in society, to achieve one's goals, and develop one's knowledge and potential.

The state of literacy in the US



Source: National Institute for Literacy (1998)

Arizona Level 1 Low Literacy

- Apache County (41%)
- Navajo County (32%)
- Santa Cruz County (39%)
- Avondale City (30%)
- Douglas City (48%)
- Nogales City (49%)
- Sun City (30%)

What low literacy correlations were identified by the National Adult Literacy Survey (1992)

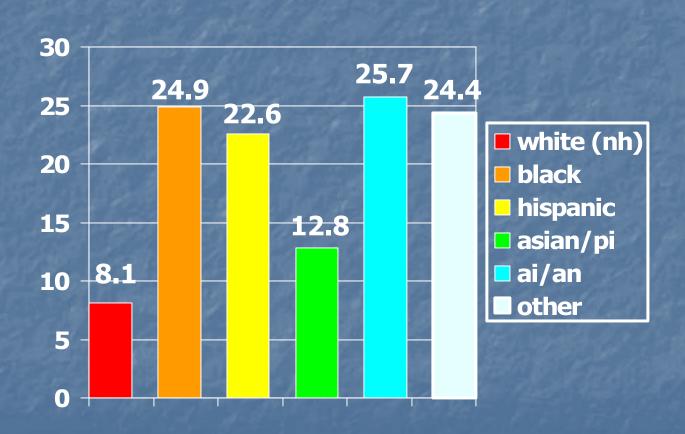
- Poverty 43 percent of adults with Level
 1 Literacy skills were living in poverty
- Welfare 75 percent of Food Stamp recipients had Level 1 and Level 2 Literacy
- Income Adults with Level 1 Literacy skills earned a median income that was approximately 35 percent of those with Level 5 Literacy

- Employment Status Adults with Level 1 Literacy skills worked an average of 19 weeks per year, compared to 44 weeks per year for those with Level 5 Literacy skills
- Crime 70 percent of those in penal institutions had Level 1 and Level 2 Literacy skills

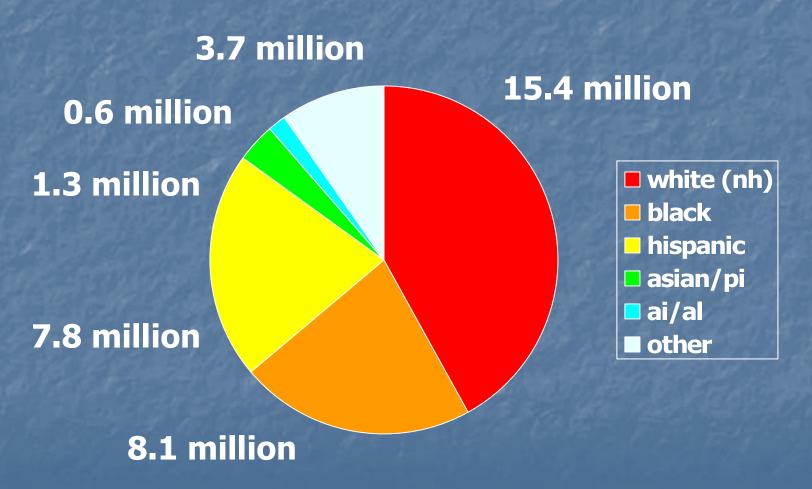
These are also correlations for limited English proficiency

The strongest correlation to low literacy and limited English proficiency is INCOME

What percent are low-income?



How many are low-income?



How can you access reliable low literacy numbers/percents at sub-state levels?

National Institute for Literacy's publication The State of Literacy in America: Estimates at the Local, State and National Levels (1998) provides information by county and municipalities over 5,000 http://www.nifl.gov/reders/reder.htm 30% of adults (16 years old and older)

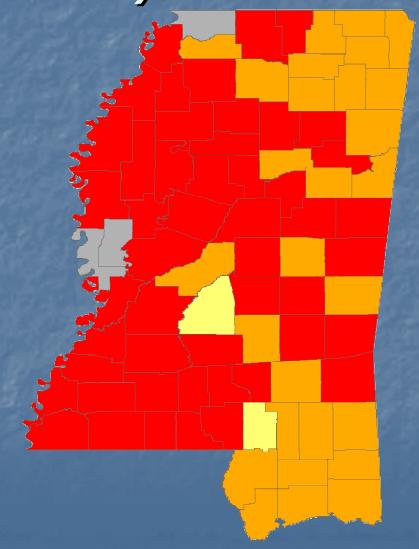
read below 5th grade level

Red 30%+ (49)

Orange 20%-30% (28)

Yellow 15%-20% (2)

Gray not available (3)



Where do you find literacy indicators/surrogates?

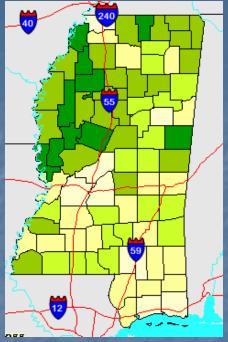
- US Census
- US DOE National Center for Education Statistics
- Great Schools
- individual state "Report Cards"
- Modern Language Association
- individual state "Office of Research and Statistics"

- US DOA Food Stamp Program
- US DHUD Section 8 Housing
- US DHUD Public and Indian Housing

Individual county and MPO initiatives

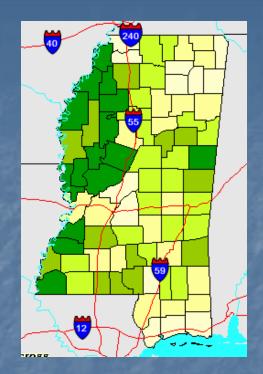
US Census

- www.census.gov
 - race and ethnicity
 - educational attainment
 - below poverty families and individuals
 - occupied units with zero vehicles
 - those that speak a language other than English at home
 - time leaving home to go to work for workers 16+ years



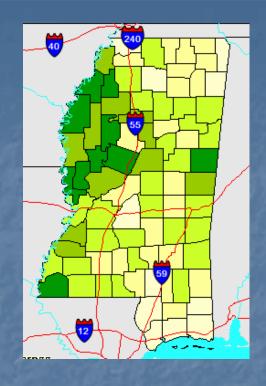


Ability to comprehend written material



Percent of persons below poverty level

Ability to own a computer or subscribe to a newspaper

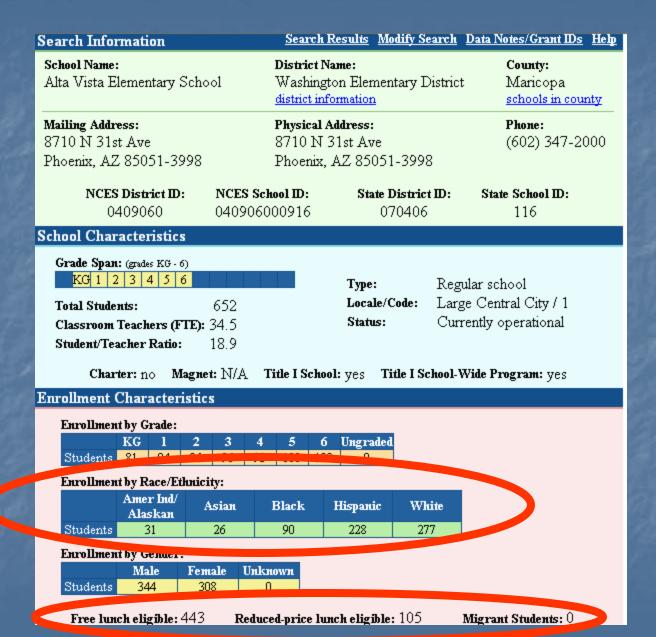


Percent of occupied housing units with no vehicles available

Ability to get to a meeting

US DOE National Center for Education Statistics

- http://www.nces.edu.gov/ccd/schoolsearch/
 - race and ethnicity of students
 - students eligible for Free and Reduced Price Meals programs
 - migrant students
- Talk to the principal of the elementary schools in your project area about the literacy level of the parents



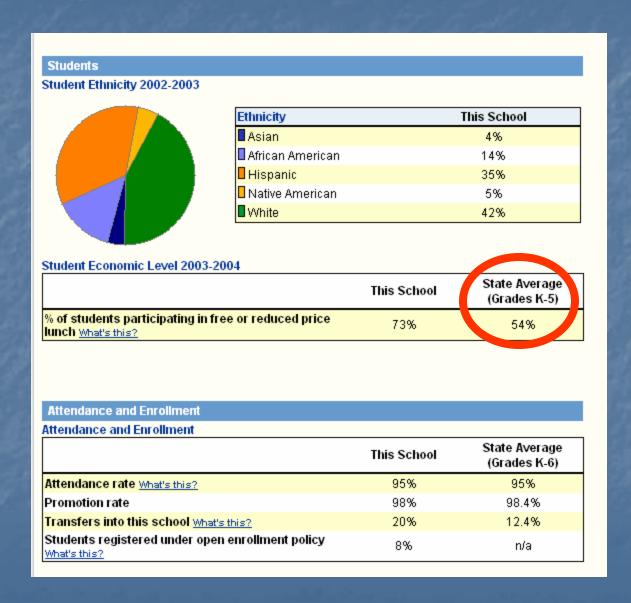
652 Students
548 Low-income
84.0 %

Great Schools

- www.GreatSchools.net
 - race and ethnicity of students
 - students eligible for Free and Reduced Meals Programs
 - limited English proficiency students
 - reading scores
 - detailed information on CA, AZ, TX, FL and WA schools

Alta Vista Elementary School, Phoenix

(2002-2003)



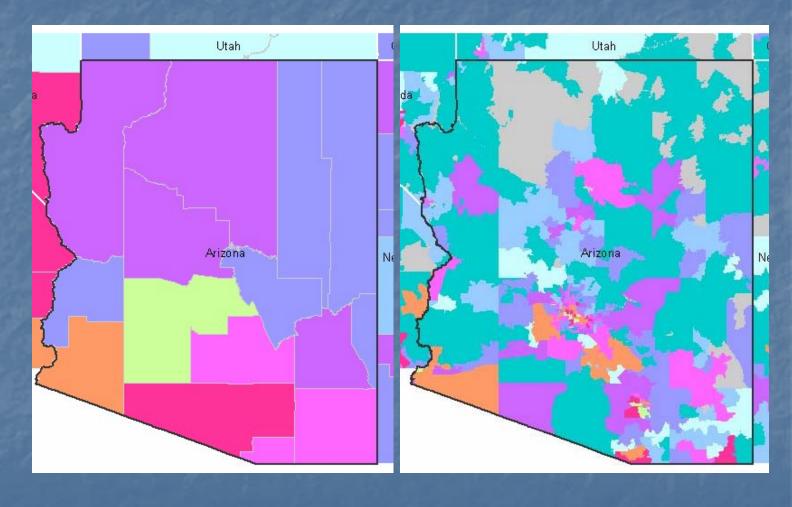
Individual State's "report card"

Each state is required to provide information on each public school and their students

Modern Language Association

- www.mla.org
- top 30 languages spoken by number of speakers in each county and zip code
- age of speakers for each of the top 30 languages spoken in each county and zip code

Spanish speakers

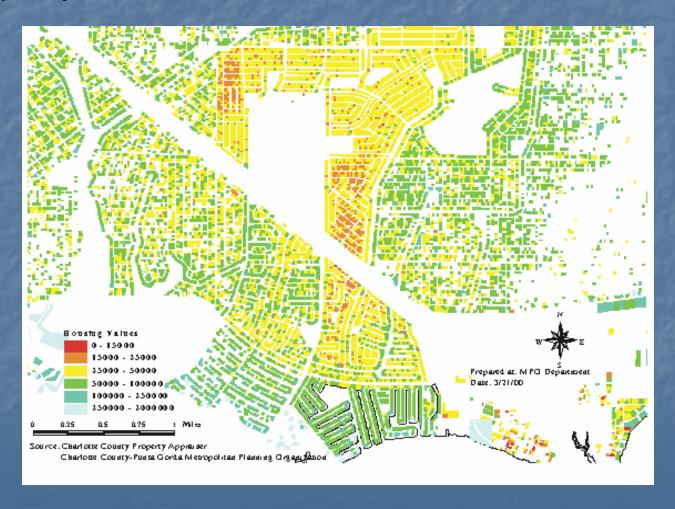


By county

By zip code

Individual State Agencies

 State agency that supplies research and statistics – medicaid, food stamp, supplementary Social Security and temporary assistance for needy families recipients by census tracts Charlotte County – Punta Gorda MPO identified all single-family units assessed at \$25,000 or less



US DHUD Section 8 Housing

- http://www.hud.gov/apps/section8/index.cfm
 - HUD apartment complexes that take Section 8 vouchers by county and city
- http://hud.esri.com/egis/
 - Public and Indian Housing

Maps with locations and information about all HUD apartment complexes

Subsidized Apartment Search

Results

<u>Information by State</u>



Print version



≡ Email this to a friend

The following properties meet your search criteria:

City: PHOENIX State: ARIZONA

Found 59 entries, displaying records 1 - 20 of 59.



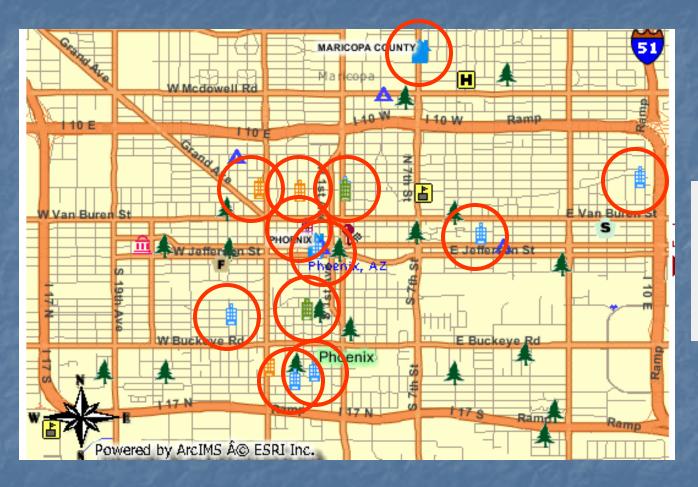
New search



Next page

Contact	Property	Туре	Number of bedrooms				
			1	2	3	4	5+
BILTMORE PROPERTIES INC Phone: (602) 997-0013 bpi@primenet.com	BROADWAY HOUSE 2201-A E BROADWAY RD PHOENIX, AZ 85040-2663 Phone: 6022765430	Disabled	×	×			
ManSerMar, Inc. Phone: (678) 330-2000	BROADWAY TERRACE 12815 N 28TH DR PHOENIX, AZ 85029-1318 Phone: 6029930701	Elderly	×				
Mercy Services Corporation Phone: 602-952-9525	CAMELOT CASITAS 1907 East Virginia PHOENIX, AZ 85006-1456 Phone: 602-952-9525	Disabled	×				
DUNALP & MAGEE PROPERTY MANAGEMENT, INC. Phone: (602)244-1006	CASA BLANCA APARTMENTS 2520 W MCLELLAN BLVD PHOENIX, AZ 85017-1323 Phone: 6022424782	Family	×	×	×		
TIEMPO INC Phone: (602) 252-0482	CASA DE PRIMAVERA 1617 N 45TH AVE PHOENIX, AZ 85035-4219 Phone: 6022696245	Elderly	×				

HUD projects



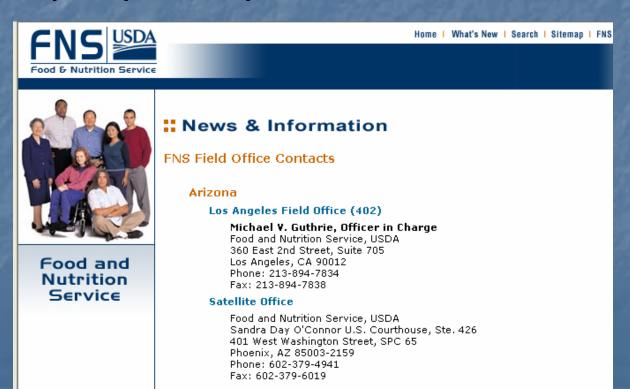


Multifamily, Elderly/Disabled and IRS Low Income
U.S. Department of Housing and Urban Development

Properties

USDA Food Stamps

- www.fns.usda.gov/cga/Contacts/FieldOffices/
 - list of businesses and locations that take Food Stamps by county



Suggested Contacts

- Meet with representatives of
 - the county adult and community education agency
 - English as a Second Language agency
 - Social Services agency
 - Employment Security agency representatives

Where do you find local information

- county and city calendar of local events
- Chamber of Commerce membership list
- College international student associations
- military base Public Information Officer
- Yellow pages
 - Ministerial association
 - non-English faith-based services
 - ethnic restaurants
 - attorneys that provide immigration, green card and visa services

Surf the web

- http:www.shgresources.com/
 list radio stations, newspapers and television stations by city by type
- http://www.codetalk.fed.us/nationalmap.html list of all Native American tribes
- www.mobilehomeparkstore.com/list.htm list of manufactured home communities by city

What special approaches need to be used to achieve outreach with low literacy and limited English proficiency populations?

Look for clues that people can't read English or another language

Clues to look and listen for

- "I'll sign us all in"
- "I left my glasses at home"
- "I need to take the comment sheet home and think about the project then I'll mail it back"
- "I want to tell you what I think"
- "Tell me how this will affect me"

Recognize a sign-in sheet can be a barrier



Explain the project to small groups



Train staff members and use residents from the neighborhood

Use neighbors to talk to neighbors



Jumetta Posey – Neighborhood Solutions

Talk with the elders about history



Provide chairs, tables and food for the meetings

Ask neighbors to bring neighbors



Have a mobile set up ready with cookies and drinks



Turn a meeting into a social occasion



Be aware that public meetings may not even be a part of their culture and government may have a negative connotation

Use public involvement games



Have meetings in schools



Esmeralda Garcia – Moore, Iacofano, Goltsman, Inc.

Have meetings for individual groups



What are the best ways and locations to contact and interact with low literacy and limited English proficiency populations

Talk to local formal and informal leaders

Get local mayors to help



Talk to business owners and store managers



Talk with elementary principals



Form alliances with organizations already in the community

Visit a senior center



Get police to hand out brochures



Meet them in their churches



Piggyback on a volunteer fire station supper



Attend scheduled and special events, fairs and sporting activities

Piggyback on a PTA/PTO meeting



Piggyback on planned social events



Piggyback at a local fair



Identify grocery stores and discount stores

Go to grocery stores that take food stamps



Set up in Wal-Mart



Go to the local breakfast hangout



Visit the laundromat



Use word of mouth, radio, television, newspapers, magnets and the movies

Use targeted newspapers



Use radio call-in shows



Miami-Dade County MPO

Use local TV



Use local cable TV



Elizabeth Rockwell - Miami-Dade County MPO

Conduct one-on-one interviews

Sit with a bus driver



Use bilingual teams



Talk on their front steps



Visit the local service station



Sit in their living room



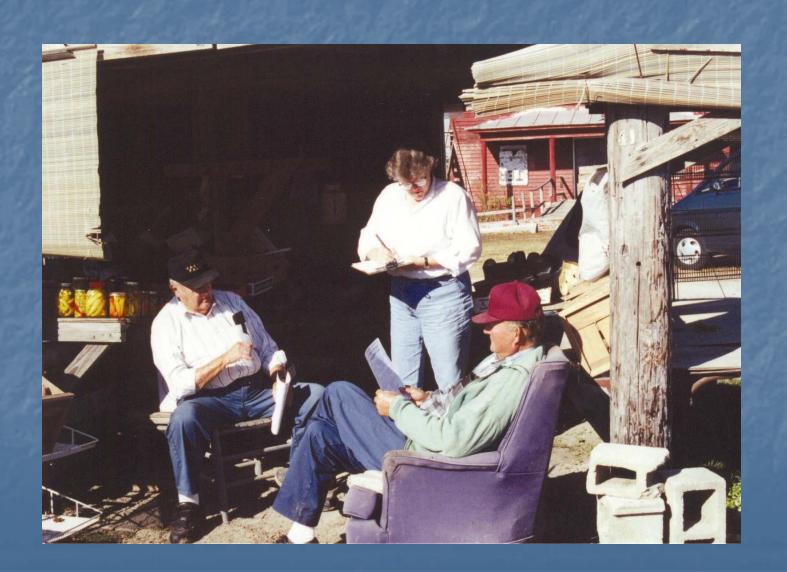
Stop at the playground



Talk by the side of the road



Visit their roadside stand



Talk in their garden



Talk on a front porch



Involve school students

Use 3rd graders to test surveys



Use 5th graders to bring back information from parents



Use 9th graders for long-range planning



Volusia County MPO

Let the public choose the time, place and size of the meeting

Meet after Wednesday night prayer meetings



Have Spanish only meetings



Divide large meetings into small groups



Use interpreters and translated materials

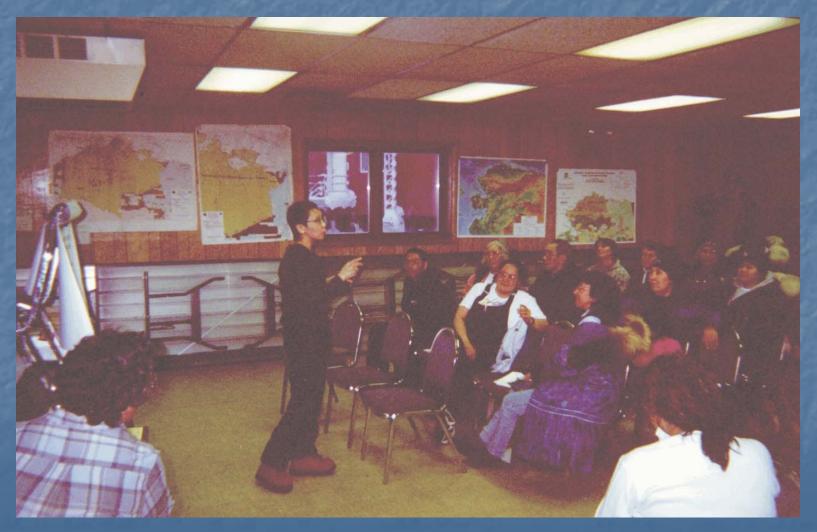
Explain noise using blenders



Use headphones



Use native interpreters



Play public involvement games

Play Strings and Ribbons with a church group



Play Strings and Ribbons with a visually handicapped group



Communicate the result of Transopoly with sign language



Use a variety of visual techniques

Use a colored T-shirt for project team visibility



Use a project
T-shirt and ID
badge for staff
safety



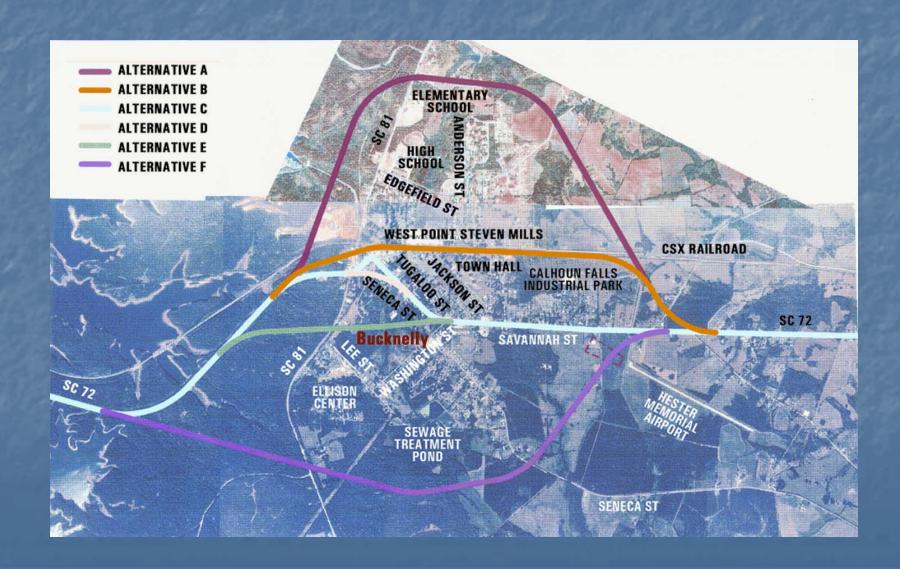
Use a continuous loop video



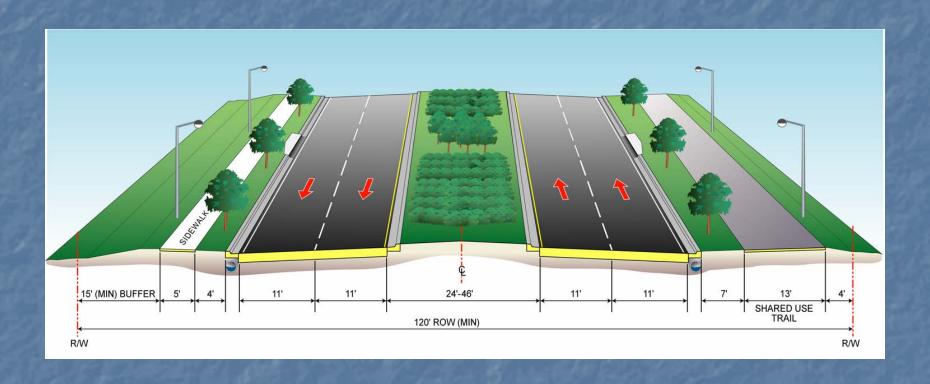
Use symbols and let them write on your maps



Use color for the alternatives



Use typical section renderings



Use before and after photos



Use visualizations



Bottom line - We must establish communication at their level



Thank you